

Movie Genre Analysis

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Summary

- Breaking into movie industry, direction needed
- Analyzed film industry data
- Determined potential genres, directors, and stars
- Recommendations, limitations, and next steps

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Create movie studio
 - New to industry
 - Develop original content
- Challenge:
 - Determine suitable genres
 - Recommend next steps

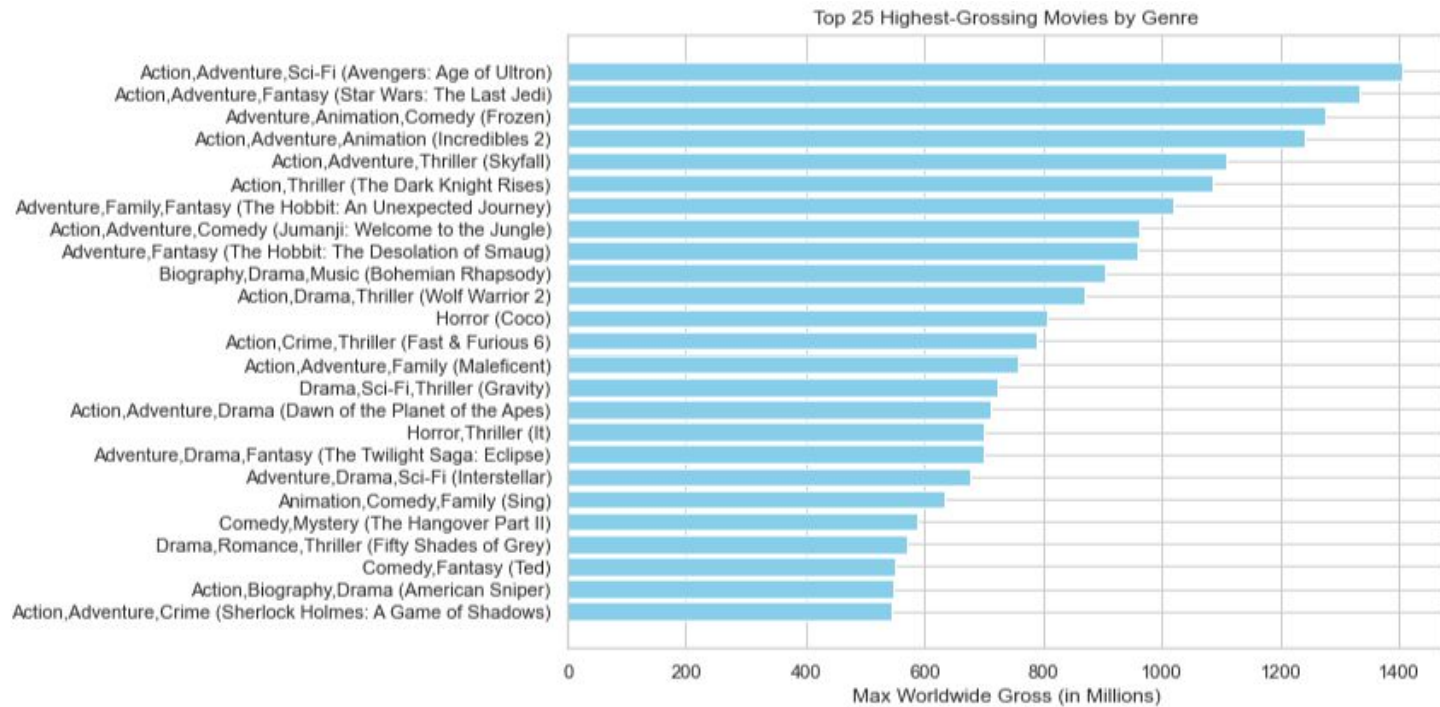


Data Preparation

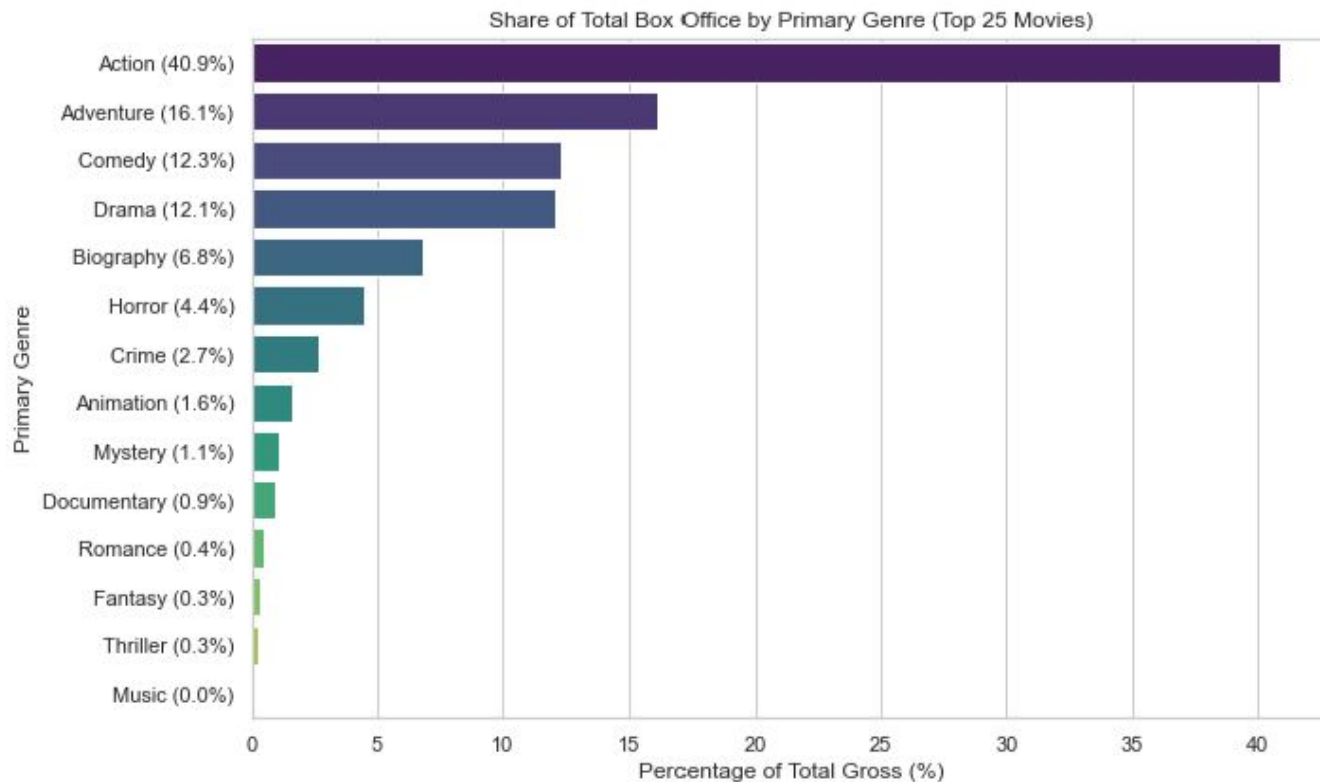
- IMDb
- Box Office Mojo
- Different sources, different formats
- Merged data tables with data frame



Data Analysis

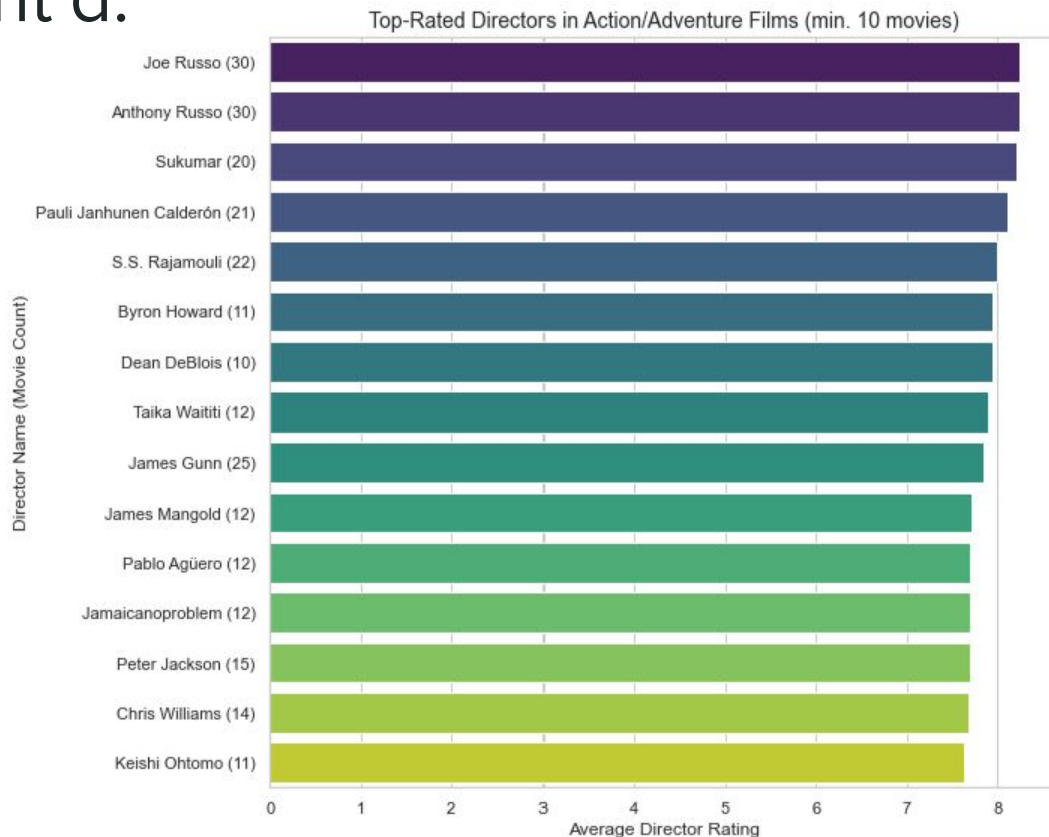


Data Analysis Cont'd.



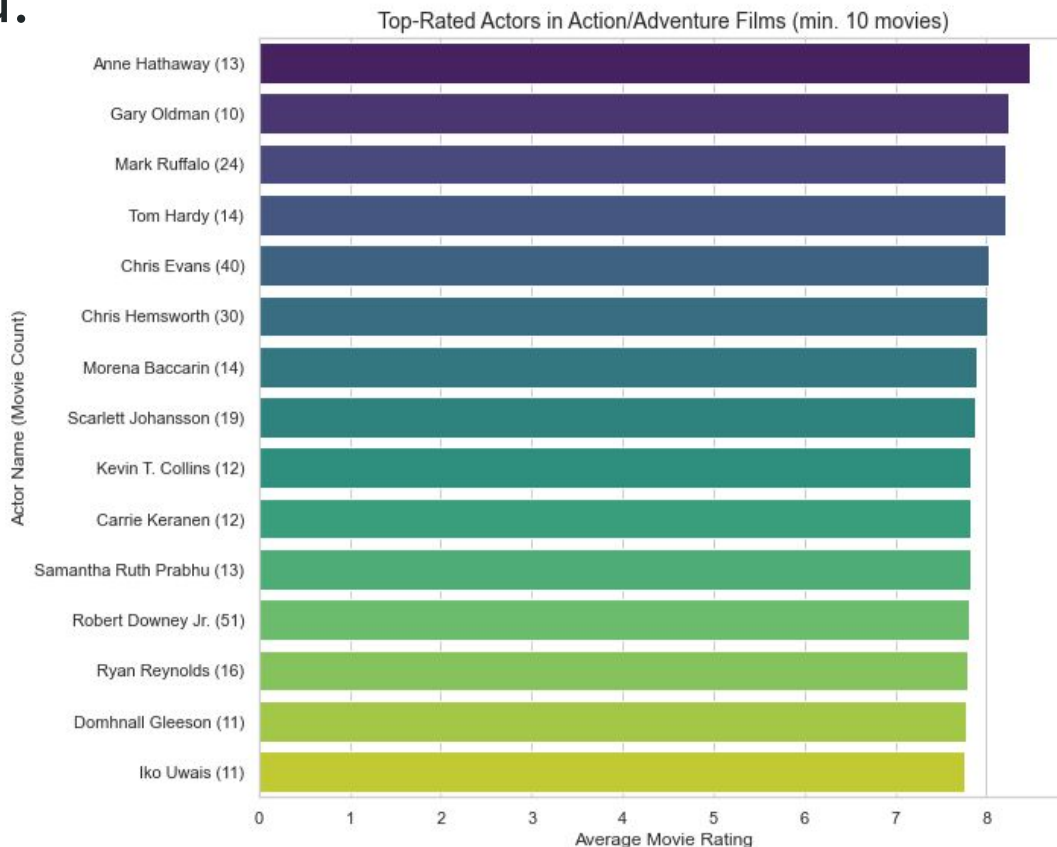
Data Analysis Cont'd.

- Directors
- Consistent ratings
- Action/adventure focus
- At least 10 films



Data Analysis Cont'd.

- Actors
- Same parameters as directors



Results/Conclusion

- Recommend:
 - Action/adventure genres
 - Director from list
 - Actor(s) from list
- Limitations - production/hiring costs
- Next steps - develop budget, analyze potential writers and producers

Thank You

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